

- 1 *Sub B1*
conceded
- (3) ~~an income datum;~~
 - (4) a taste preference datum; and
 - (5) an interest datum;
- 4 (b) the step of programming said computer to respond to a control signal;
- 5 (c) the step of transmitting some information content and control signal to said
- 6 remote station in a broadcast or cablecast transmission, said information
- 7 content describing a product or service;
- 8 *At* (d) the step of receiving said information content and control signal;
- 9 (e) the step of generating a benefit datum by processing subscriber datum in
- 10 response to said control signal;
- 11 (f) the step of delivering said information content and said benefit datum at an
- 12 output device at said remote station; and
- 13 (g) the step of inputting a subscriber reaction to said delivered information
- 14 ~~content and benefit datum.~~

IN THE SPECIFICATION

On page 1, please ~~rewrite~~ the paragraph in the "Cross-Reference to Related Applications" as follows:

A² This is a continuation of application serial no. 08/113,329, filed August 30, 1993, herein incorporated by reference in its entirety, which is a continuation of application serial no. 056,501, filed May 3, 1993, now U.S. Patent 5,335,277, which was a continuation of application serial no. 849,226, filed March 10, 1992, now U.S. Patent No. 5,233,654, which was a continuation of application serial no. 588,126, filed Sept. 25, 1990,

now U.S. Patent No. 5,109,414, which was a continuation of application serial no.

096,096, filed Sept. 11, 1987, now U.S. Patent No. 4,965,825, which was a continuation-

in-part of application serial no. 829,531, filed Feb. 14, 1986, now U.S. Patent No.

4,704,725, which was a continuation of application serial no. 317,510, filed Nov. 3, 1981,

now U.S. Patent No. 4,694,490.

Respectfully submitted,

Thomas J. Scott, Jr.

Thomas J. Scott, Jr.

Reg. No. 27,836

Attorney for Applicants

Date: May 22, 1995

HOWREY & SIMON

1299 Pennsylvania Avenue, NW

Washington, D.C. 20004

Tel: (202) 383-6614